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Idea Center hits the links

Las Vegas Review-Journal; Las Vegas; Jan 22, 1997; [John Gilbert](#);

Sub Title: [Final Edition]

Start Page: 24.AA

Abstract:

gary harris sign posters netscape seminar david humm peter currie vegas online mall eric dutt badlands golf club

Gary Harris is owner and president of the Idea Center, which will co-host an Internet seminar Feb. 12.

Idea Center is partners with popular Web browser NetScape in bringing Internet and Intranet software to Las Vegas businesses. Idea Center and NetScape will co-host a seminar Feb. 12 at the Orleans to formally translate the terms Internet and Intranet into practical and real terms for Las Vegas executives.

Full Text:

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|Jeff Scheid/View

Gary Harris is owner and president of the Idea Center, which will co-host an Internet seminar Feb. 12.

Idea Center hits the links

By John Gilbert

View staff writer

Gary Harris likes to play golf, but like many Southern Nevada residents, has always had a problem getting on area courses.

"These golf courses are always booked," said Harris, the president and owner of the Idea Center.

Making golf more accessible, for both locals and tourists, is just one facet of the Idea Center's Internet business.

The 6-year-old business, which started in an office with 1,000 square feet, has its roots in creating images for casinos, including slot-machine glass, signs, displays and posters. The office at 4340 S. Valley View Blvd. has grown to 10,000 square feet and now uses a [Silicon Graphics](#) computer to produce sophisticated photography,

called Ilfochrome, as its medium.

"The difference is the dyes are built into the film," Harris said. "We guarantee it against any fading for five years, but it shouldn't fade for 2,000 years."

The Idea Center produced the majority of the signs and posters for the recently opened Orleans, but the company's future may be in its on-line work.

Idea Center is partners with popular Web browser NetScape in bringing Internet and Intranet software to Las Vegas businesses. Idea Center and NetScape will co-host a seminar Feb. 12 at the Orleans to formally translate the terms Internet and Intranet into practical and real terms for Las Vegas executives.

The seminar will cost \$35 and be limited to the first 1,000. Those interested can reserve a spot by contacting David Humm, Idea Center's director of marketing, at 251-1922, extension 37.

On hand for a morning executive breakfast will be NetScape Chief Financial Officer Peter Currie. The breakfast, which has no charge, is limited to the first 45 respondents.

"Our intent is to market Las Vegas," Harris said. "Through us, people from all over the world will be able to access Las Vegas. We are targeting corporate America."

Idea Center, which has 29 employees, has already created more than 50 gaming Web sites. The company also designed a site called Vegas On-line Mall, where local businesses are highlighted.

But one of the company's biggest contributions, at least to golfers, may be the creation of Las Vegas Golf Systems. The on-line system, which was developed with the management at the Badlands Golf Club, will allow golfers to make tee times through the Internet, over the telephone or through a hotel concierge desk.

Golfers will be able to pick the course and time, based on availability, and pay for golf through automation.

"The system will give speed and ease to golfers," said Eric Dutt, the general manager at the Badlands. "It will be user-friendly for both the golf courses and golfers."

Dutt, along with Leo Simonetta, the Badlands director of golf, and Bruce McNee, the Badlands head golf professional, helped design the system, which factors in almost every possible variable, including double-tee and shotgun starts, and daylight savings time.

The Badlands has had a home page on the Internet for eight months.

"We know there are 7 million Internet terminals in California and 7,000 corporations in California," Dutt said. "We have already seen tee times generated from our Web page. We have offered specials over the Web and we get e-mailed with requests for tee times."

Eventually, golfers will be able to browse home pages for local courses and **reserve tee times** via the Internet. Dutt said the Badlands will begin testing the system this month and plans to activate it by mid-February.

Since the system is transactional, the last thing that needs to be decided before the system goes live is what provisions will be made for cancelled tee times.

"There is about a 10 to 15 percent (no-show rate) in Las Vegas," Dutt said. "We have to figure out what is fair and equitable. Maybe we will charge a \$5 fee for reservations canceled a week in advance or maybe we give the customer credit at the course."

Eventually, Harris believes the system will branch out to other areas.

"It's a very expensive system to develop, but once it's developed it will work anywhere," Harris said. "This will let golf pros be golf pros again."

Dutt said it will take some work to get everyone away from the traditional pencil-and-paper method of taking tee times.

"We've been involved in pitching the system to other golf courses," Dutt said. "The system was created to get the golf courses and the hotels to work together and make the golf experience here better."

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